

June 1985

STUDY OF OL's SERVICE ENVIRONMENT AND WAYS TO ENHANCE OL's IMAGE

The Director of Logistics has asked IMSS to undertake a directorate-level objective to enhance OL's image as a service organization. The following questions serve as a point of departure to help us determine how OL can improve its services/support....or better acquaint other components with our role in the Agency. Feel free to tailor the questions to your component or expand them as you think best contributes to this effort. Please add continuation sheets as needed.

1. In your component, what activities/products/services act as "image creators" for you and OL?
 - a. direct support to the DDO Area Divisions
 - b. direct support to DDO Stations and Base overseas
 - c. professional guidance 25X1
 - d. close liaison with senior Dept State "admin" personnel
 - e. architectural consultations with State/FBO
 - f. close DDA ties with OS, OC, ODDA, SSA/DDA
 - g. support for IMS/FSG 25X1
 - h. direct support for OS/TSI 25X1
 - i. represent CIA - DDA or C/ in discussions at State
 - j.

SECRET (when filled in)

SECRET (when filled in)

QUESTIONS FOR OL DIVISIONS/STAFFS (page 2)

2. What do you think are your customers' perceptions of your component services and image in each of the above areas? Key your answer to the appropriate letter in Question 1.

- a. excellent / rave reviews / appreciation (in writing)
- b.
- c.
- d.
- e.
- f.
- g.

3. In which areas could your component project a better image or provide a better service? How? (Key your answer to the appropriate letter in Question 1.)

- a. image excellent
- b. service—chronic understaffing forces
- c. staff to decline some new
- d. business and not volunteer
- e. to assist with some projects
- f.
- g.

25X1

SECRET (when filled in)

SECRET (when filled in)

QUESTIONS FOR OL DIVISIONS/STAFFS (page 3)

4. What additional services/support could your component add to improve customer relations and enhance OL's image? Please indicate priority

Achievable with present resources

a.

NONE -

b.

overloaded / understaffed

c.

d.

e.

f.

g.

Achievable with additional resources (specify resources)

a.

↓
2 architects

25X1

b.

c.

d.

e.

f.

g.

additional services includes only minimal coverage of current responsibilities

SECRET (when filled in)

SECRET (when filled in)

QUESTIONS FOR OL DIVISIONS/STAFFS (page 4)

5. What other factors do you think influence OL's image? How can they be changed to enhance OL's image?

a.

b.

c.

d.

e.

f.

g.

6. How can we best communicate to others in the Agency the scope and importance of OL's services/support?

a.

use DCI "excellence" examples

b.

c.

d.

e.

f.

g.

SECRET (when filled in)

SECRET (when filled in)

QUESTIONS FOR OL DIVISIONS/STAFFS (page 5)

7. What public relations tools could you suggest to enhance OL's image (e.g., employee bulletins, ~~posters~~, brochures, ~~video presentations~~, briefings)?

25X1

a.

briefings of OS/PTAS et al

b.

well received

c.

d.

e.

f.

g.

8. If we were to conduct a voluntary random survey of the perceptions of OL within the Agency, who would you recommend be queried and with what specific questions?

a.

b.

c.

d.

e.

f.

g.

SECRET (when filled in)

SECRET (when filled in)

QUESTIONS FOR OL DIVISIONS/STAFFS (page 6)

9. Has your component conducted a customer survey within the past two years? NO If "yes," please make copies of the survey and results available to IMSS. (Elaborate, if desired, on any changes made as a result of the survey or any changes suggested but not implemented.)
10. What other suggestions do you have for enhancing OL's image that are not specifically addressed in these questions?
- a.
 - b.
 - c.
 - d.
 - e.
 - f.
 - g.

SECRET (when filled in)